

**Opening the Doors:  
Welcoming your Audience**



## Opening the Doors: Environment Audit

Use this table to document your sensorial experience of the surrounding environment.

Vision:	Sound:
Smell/taste:	Understanding of environment:

**Environment Audit, continued**

Use this table to document your sensorial experience of the surrounding environment.

Body space awareness:	Other comments:
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## Opening the Doors: Checklist

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### Staff training includes:

- Awareness building around attitudes and stereotyping
- Communication and outreach
- Accessible pathways in and to your venue
- Wayfinding
- Diversity of culture and difference in the Deaf, disability and mad arts culture
- Establish accessible seating plan that considers the wide range of experiences for ticket buyers (i.e. wheelchair users will want to sit with their non-wheelchair user friends)

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### Representation:

- Hire staff and engage board members that represent the diversity of audiences that you want to include/target

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### Policy/protocol:

- Build a FOH policy that reflects a Relaxed and inclusive model of operation and customer service
- Establish a proactive customer service protocol
- Provide clear information on website about your venue's accessibility and FOH policy: be transparent about your barriers

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### Outreach:

- Get to know your audience: reach out to different communities, attend events, organize gatherings and meet ups at your venue, connect and talk to people
- Create an accessible system for people to provide feedback

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### Environment:

- Environmental audit
- Doors to the lobby/foyer remain open
- Have clear signage in venue and outside of venue
- Create Visual Story and send to ticket holders upon purchase of ticket
- Create a chill out or quiet space for people to use during production, if needed
- Open the venue for pre-show/familiarization visits and invite communities: tour of auditorium, lobby and washrooms.
- Reduce noise and bright lights in production and lobby
- Take out amplified announcements before or after show

## Opening the Doors: Workplan

**As far in advance as possible:**

**4 months prior to the show:**

**2-3 months prior to the show (and on-going):**

# Opening the Doors: Workplan continued

1 month prior to the show:

1-2 weeks prior to the show:



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